

THE GREAT LAKES BIKEURIER™ CLEVELAND



Bike Cleveland Prepares to Launch Bike Awareness Campaign

by Jacob VanSickle

This month Bike Cleveland will launch a region-wide public awareness campaign aimed at improving motorist awareness of cyclists on Greater Cleveland's roads. As the number of people riding bikes grows, educating the motoring public on cyclists' road rights and safely sharing the roads with cyclists takes on increasing importance.

The "Ride Together" campaign was developed with Dix & Eaton as part of their pro-bono services commemorating the firm's 60th anniversary. "Ride Together" is a brand that will capture the emotions of motorists, communicate that bikes are ve-

hicles, and that everyone needs to respectfully share the road together.

The campaign will be launched through several different media to help reach a broad audience. It will consist of:

1. Two Greater Cleveland RTA buses wrapped in photos of people on bikes and branded with our bike safety public awareness messages. These buses will be visible throughout Cuyahoga County for 12 months.

2. A grassroots poster effort to communicate four messages related



to the "Ride Together" campaign:

Keep Your Distance: Give bicycles at least 3 feet when passing

Don't Blindside Us: Watch for bikes before you turn

Reading minds is hard: Be a predictable bicyclist

Bikes are legal vehicles on the road

3. A series of three radio PSAs creating a narrative around the four messages noted above.

4. Two video PSAs for initial on-line viral distribution.

5. A "Ride Together" brochure outlining ways motorists and cyclists can safely operate together.

6. Continuing updates in print and online in the *Great Lakes Courier*.

This Bike Cleveland campaign is made possible with support from Cleveland Touring Club, NOACA, and the Greater Cleveland YMCA. In kind services for the campaign are provided by Keith Berr Photography, Frank J. Lanza Photography, and Dix & Eaton.

tires as he turned to drive off down the road. Fortunately, the driver finally heard Sam's screams and backed the truck up. She lay on the sidewalk **continued on page 2**

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Misadventures in Cleveland Bike Commuting

by Joseph Dunson

My client, Samantha, never bothered to get her driver's license. As a city kid growing up in Cleveland, she memorized the relevant bus and rapid schedules. Take the 79A to the market. The red line from West Park to the Jake. (Some of us still call it the Jake). These days, Sam lets the forecast determine whether she'll ride her old beater hybrid to work, or opt for the bus instead.

It happened on a cloud thick, overcast spring morning, with that typical Cleveland weatherman's hedge: 30% chance of showers. Sam had twenty minutes to make the short trip up Ridge Road to her job at Ridge Park Square. She decided to risk the rain and bike it.

Rush hour by the Square marries caffeine fueled road rage to traffic congestion. Mini-vans pull arena-cross moves to jostle into position, poised to get onto I-480, as local commuters come in droves to take their posts at the various businesses littered along the road. Because Sam would never risk riding out on Ridge in traffic, she slowly made her way down the sidewalk, northbound toward the Square. As is her practice, she kept the bike in a hard gear to feel the resistance, and pedaled slowly, steadily, with plenty of time to spare.

Sam told me she best remembers placing her hands on the truck's hood, palms out, just above its grill.

The driver pulled out from a parking lot and ran right over her and her bike, lodging her face up on her back, underneath the front bumper. Sam's bike lay out on the apron near the roadway, twisted and bent. She screamed for the driver to back up. He hadn't even seen her, and still didn't know he'd just run her over. She was sure he'd continue on into the roadway. That he would crush her to death under the truck's oversized



Eddy's Bike Shops provide emergency repair service at the annual Sweet Corn Challenge. Read how the Sweet Corn Challenge has helped save historic buildings in Richfield, Ohio on Page 11.



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After All, It Takes One To Know One

The Great Lakes Courier Advisory Board is a group of cyclists, advocates, and business people who represent a broad range of interests within the cycling community, and decades (and decades) of experience. It is a goal of the Great Lakes Courier to gather input from all realms of the cycling community. If your area of interest is not represented, we invite you to get in touch.

Lois Moss – founder of Walk and Roll, former co-owner of Century Cycles.

Diane Lees – radio host of “The Outspoken Cyclist” on WJCU, 88.7 FM

Marty Cader – bicycle and pedestrian planner, City of Cleveland.

Marty Cooperman – lifelong cyclist, former editor of the Cleveland cycling publication Crank Mail (1975 to 2008).

Jacob VanSickle – Executive Director, Bike Cleveland.

Join the GLC!

As a product of citizen journalism, *The Great Lakes Courier* is looking for people, ages 3-100, to get involved in the paper and cycling. We are looking for volunteer writers, photographers, designers, and illustrators to help with the production of the paper. It does not matter if you are a professional or amateur, our editorial staff will be glad to help you through the process. Register to our website Member Center where you can submit stories, press releases, letters to the editor, photos.

No need to register to post online calendar items or classified ads.

Upcoming Submission Deadlines

Deadline	Publish Date
June 22	July 1
July 17	July 26

www.greatlakescourier.com

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Sales - 216-712-7070

Design/Layout - AGS Studios, Inc.

Published by - Human Tribe Foundation, Inc.
A non-profit dedicated to making human interaction and knowledge-sharing better and easier for all.

Published monthly with a current circulation of 10,000+ copies. The paper is made available free of charge and can be found at over 330 business locations around the county and on our website. The views and opinions expressed in this publication do not necessarily reflect the views and opinions of the publisher and staff. Copyright 2013 • The Great Lakes Courier, Inc. All rights reserved. Any reproduction is forbidden without written permission.

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Getting Back on the Bike

by Erika Durham

Editor's Note: Great Lakes Courier associate editor Erika Durham wrote this essay for the Lakewood Observer after a bike vs. car accident in Ohio City a few years ago. In the wake of recent incidents including an RTA bus vs. bike accident in which the bus driver didn't even realize he had stricken a cyclist, and the guilty verdict of a drunk driver who hit a cyclist, who is now a quadriplegic, Erika's thoughts on relations between bicyclists and motorists, and on getting back on the bike after a crash, seem as relevant as they were then.

As some of you may have heard, I recently had my first major cycling run-in with a motor vehicle. I say “first”, partly to be cheeky but also with a significant amount of seriousness. While I’ve come away from that experience as a continually living and breathing human being, I have been astounded at the amount of stories, similar to mine, that have been relayed to me from other cyclists since.

Stories range from the common close calls, car doors opened quickly without consideration of cycling traffic, drivers slipping by with that all-too-familiar hint of aggression in their

gestures, to a wide array of tales involving serious collisions. In fact, the vast majority of those collision stories end, unfortunately, with the driver fleeing the scene. Thankfully, all of the stories I heard in the last few weeks were being told by the cyclists themselves, who were able to heal up their injuries and move on, all still riding their bikes just as much as before.

To be clear, I am not the type of person who is interested in propelling whatever feud exists between cyclists and motorists. While many cyclists have been victims of careless or reckless driving habits, it is also sometimes the case that the cyclist is in the wrong. What I am interested in bringing to attention in our community is simply a heightened sense of awareness. We are all putting ourselves at risk in any number of ways every second of our lives, but there are certainly actions we can take to keep those risks at a minimum.

But many people still wonder why, as cyclists, we continue to put ourselves in what seems to be one of the most risky positions of all. For me, cycling brings a high sense of responsibility towards our community. I find myself continu-



Erika Durham, “ain’t no slowing me down!”

ally more drawn to local businesses and events, I’m much more interested in the people I’m surrounded with, and it’s a good feeling to know that I can travel in a way that literally produces nothing that could be a detriment to our environment. There isn’t anything complicated about cycling. No hidden parts, no mysteries. A simple, beautiful, human powered machine.

And those are also some of the reasons I, and literally every other cyclist I’ve met who has had a similar experience, got back on the bike after what may seem like a deal-breaker. So where do we go from here? How do we change

continued on page 10

Misadventures in Cleveland Bike Commuting

continued from page 1

in agonizing pain, her head cut and bleeding. Her right ankle shattered. Paramedics took Sam via ambulance to a local emergency room. X-rays followed. Then ankle surgery. She missed months of wages when she couldn’t work. The pins drilled into Sam’s bones pressed painfully against her skin. She felt them whenever she put weight on her leg, crutches notwithstanding.

Sounds like a pretty clear cut case, right? Truck driver mows down bicyclist riding slowly on the sidewalk of a busy street at rush hour. Good guys win? Justice shall prevail?

We presented Sam’s claim to the driver’s insurance company, which refused to pay her for her medical expenses, lost wages, and pain and suffering. The company’s lawyer claimed that Sam was at fault for riding down the sidewalk in a business district in violation of the local riding ordinance. Typical victim blaming.

Cleveland Ordinance 473.09 covers “Riding on Sidewalks”, and provides: “[n]o person shall ride a bicycle, skateboard or roller skates upon a sidewalk within a business district.” Sam was, indeed, riding down a sidewalk in the middle of a business district. But just what was the alternative? It would have been insane for her to have negotiated rush hour traffic at 6mph down Ridge. The local ordinance – and Cleveland driving culture – failed to provide Sam a safe way to ride her bike to work.

Aside from his “evil sidewalk rider” argument, the insurance company’s lawyer claimed that because the driver

couldn’t see over some landscaping, he couldn’t have been negligent. This argument was patently absurd, for two reasons. First, the driver who crushed Sam was riding so high in his “Behemoth” or “Hemi” or “Juggernaut” V8 that he could obviously see over the low hedgerow. It was tantamount to claiming that a pilot can’t see over the tree line from five hundred feet in the air. Also, if the driver’s view were really obscured, he should have been extra careful to pull out slowly for fear that he could hit a pedestrian.

The truth is, the driver was so busy looking to his left for a break in southbound traffic, in anticipation of his right turn, that he failed to check for oncoming cyclists and pedestrians, and so knocked Sam right off of her bike without even knowing it.

Despite the victim blaming lawyer, we successfully resolved Sam’s case without having to try it in court to a jury. I learned several important lessons from this one. First: our local car culture and riding ordinances must change to account for increased bicycle commuting and recreational use. Second: insurance companies and their lawyers will say anything, however intellectually dishonest, to try to weasel out of taking responsibility for the actions of their insureds.

Ride safely, everybody. Check those local ordinances before you plan your next neighborhood ride or route to work. And remember to tell Cleveland drivers- 3 FEET TO PASS. SHARE THE ROAD.

Joe Dunson can be reached at clevelandbikelawyer.com.

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Northeast Ohio students biked 57,627 miles for record-setting Bike to School Challenge

by Tracey Bradnan

The biggest bike-to-school program in the nation is right here in Northeast Ohio, and it grew even bigger this year.

From May 6 through May 24, over 4,000 students at five schools in Bay Village, Rocky River and Medina took Century Cycles' Bike to School Challenge (www.centurycycles.com/for/BTS), and their biking set all new records for the award-winning program. Using daily bike counts and student surveys to gauge participation, organizers report that the students:

Biked 57,627 miles – the equivalent of biking around the circumference of the Earth 2¼ times;

Took 17,573 round-trip bicycle rides to school;

Averaged 1,172 bicyclists to school per day, or 29% of the total enrollment of all five schools – double the national averages for bicycling or walking to school;

Burned 979,659 calories – or 6,997 cans of Coca-Cola;

Prevented 63,398 pounds of heat-trapping carbon dioxide emissions from entering the environment;

Saved their parents \$10,125.68 on gasoline, based on the current Ohio average gas price of \$3.76/gallon and an average vehicle fuel economy of 21.4 MPG.

Participation overall was up 11% over 2012, making Bike to School Challenge's sixth year its best year ever.

Bike to School Challenge students have biked 221,797 miles to school since the program began in 2008.

Almost every school in the award-winning program experienced a record year this year, but it was a stand-out year at Bay Middle School, which set all-new high marks in every category tracked:

538 students biked each day of the challenge on average, a whopping 66% of Bay Middle's enrollment of 820 students and up 13% over last year's average of 474.

27% of Bay Middle School Students (226 of them) biked all 15 school days of the challenge – rain or shine (or sub-freezing temperatures).

634 students biked on May 8 (77% of the school), the highest ride day in the history of the challenge and coincidentally National Bike to School Day.

"Bike to School Challenge is a model of what we should be doing across the country," said Chris Speyer, Chief Operating Officer of Accell North America, the parent company of Raleigh Bicycles (www.raleighamerica.com) and a main Bike to School sponsor. "At Raleigh Bicycles, we believe in investing in schools and communities that show a commitment to youth bicycling."

Toward that end, Raleigh Bicycles and Century Cycles awarded 16 Ra-

leigh bicycles to students as prizes, and Raleigh gave cash awards of \$3,000 to the schools and \$4,000 to the cities for bicycling improvements.

"I have never seen a bike-to-school program that generates the level of participation and excitement that this one does. It is a credit to the tremendous amount of commitment and work by the schools, its local bike shop Century Cycles and the entire community to engage and inspire the students. Raleigh Bicycles is extraordinarily proud to be part of Bike to School Challenge," said Speyer.

Founded in 2008, Century Cycles' Bike to School Challenge communicates to students the impact that bicycling instead of driving can have on their health and the environment, and they are incentivized with daily and grand prizes to bicycle as much as possible to school for three weeks. Students carry cards that are stamped for each bike-ride to school and can be entered into the grand prize drawing that concludes the challenge.

"We organize it for three weeks because we want to establish bicycling as a habit," said Scott Cowan, owner of Century Cycles bicycle stores in Rocky River, Medina and Peninsula, Ohio, the challenge's organizer and main sponsor. "We are gratified to see far more bicycling year-round in these communities because of Bike to School Challenge."

Bicycling was a daily habit for over 10% of the participants; organizers report that 447 students biked every single day of the challenge.

"As biking in Greater Cleveland continues to grow, it is exciting to see 447 students bike to school all 15 days of the Bike to School Challenge," said Jacob VanSickle, executive director of Bike Cleveland (www.bikecleveland.org), a local bicycling advocacy organization and challenge sponsor. "Bike Cleveland is proud to recognize the commitment of these students by giving them student memberships to Bike Cleveland and adding them to our powerful movement of advocating for a more bicycle friendly region."

His pride was echoed by city leaders. "The entire community is really proud of you," Mayor Deborah Sutherland told Bay Village students at their school-wide celebrations. "Your efforts are making Bay a hub for the bicycling community."

Their efforts are also attracting national and international attention. On the same day other national media were flocking to Cleveland for a high-profile kidnapping case, Bicycling magazine (www.bicycling.com) sent executive editor David Howard to Northeast Ohio to check out Bike to School Challenge. He wrote an online feature story titled, "The Land Where Kids Ride: In suburban Cleveland, an astonishing number of children ride to school. Here's what we can learn from them" (<http://bit.ly/>



On National Bike to School Day on May 8, 634 Bay Middle School students biked (77% of the school).

ZUztVW). The Atlantic Cities transportation blog dubbed Bay Village "a bike-to-school mecca" in an online story (<http://bit.ly/12m9qFD>), which was read by the principal of a school in Australia that contacted challenge organizers for ideas how to replicate the program there.

Rocky River Bike to School Challenge

In just three weeks of bicycling to school from May 6 through May 23, Rocky River Middle School students biked 14,618 miles, averaged 326 students biking per day, an impressive 52.5% of the school arrived by bike each day (up 67% from 2010's 30% average and up 18% over last year's 44% average), and set a new high-ride day on May 9, when 377 RRMS students biked to school (61% of the enrollment) – all new Rocky River Bike to School records.

Bay Bike to School Challenge

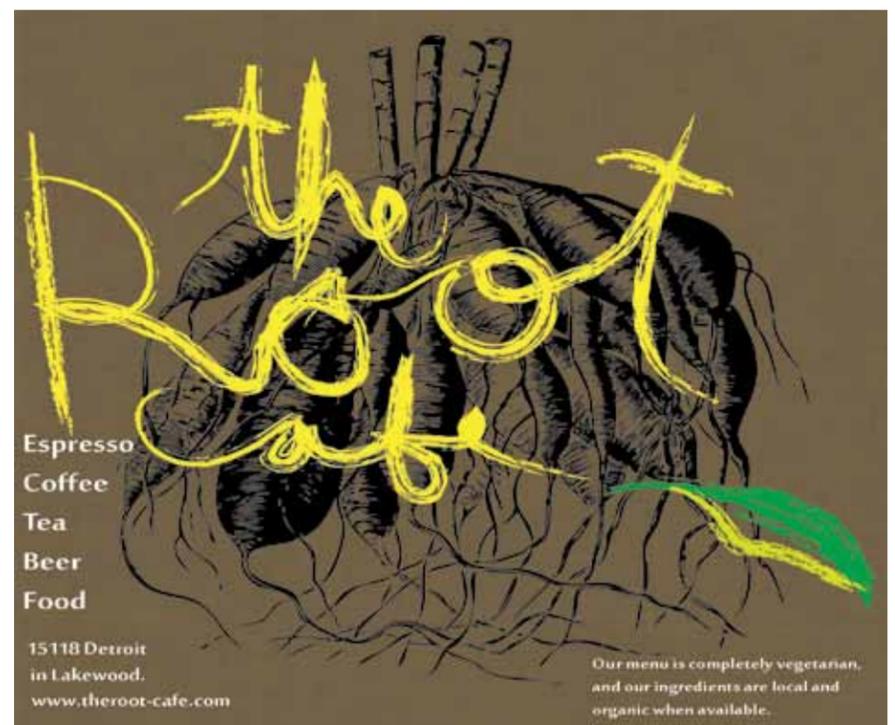
From May 6 through May 24, Bay middle and high school students biked 28,257 miles and took 9,783 round-trip bicycle rides to school. Since Bay Bike to School Challenge began in 2008, Bay students have biked 157,733 miles and saved an estimated 173,506 pounds of CO2 emissions.

It was a record-setting year at Bay Middle School – an average of 538 students biked each day of the challenge, a whopping 66% of the school's enrollment of 820 students and up 13% over last year's average of 474 and 634 students biked on May 8 (77% of the school), the highest ride day in the history of the challenge. At Bay High School, an average of 114 students per day biked, or 14% of the school.

Medina Bike to School Challenge

Medina middle school students logged 14,752 miles on their bikes during the three-week program on May 6-24, up 12% over last year's inaugural challenge and a record-setting year for both schools. Claggett Middle School averaged 79 bicyclists per day during the challenge (8% of the school's enrollment), up 22% over last year's challenge. They also set a new high-ride day on May 8 and again on May 17, when 94 students biked to school. Root Middle School averaged 136 bicyclists per day (16% of the school), up 6% over last year and a new record for the school.

For more information about Bike to School Challenge, go to www.centurycycles.com/to/BTS or follow the program at www.facebook.com/BikeToSchoolChallenge or on Twitter (@BTSChallenge).



#RustCrown - And You Can DRINK From It!

by Shelli Snyder

I know. I KNOW. Our numbers are down. Yes. I know.

As I am writing this, the stats are as follows:

Pittsburgh:



Cleveland:



(see side by side stats at www.rustcrown.org & join in the conversation on Facebook!)

So...if one just glances at the number they will see that PGH has almost 300 more riders than we do. That's Three Hundred!*

They also have logged 45600 more miles than us. What? (on a side note, it appears that those riders in PGH are also slimmer than your average CLE rider, based on calories burned. But we all know that we look better in spandex, right?)

But whoa, hold on a hot (pants) minute! Take. A. Step. Back.

Ok. So maybe they do have more riders that are logging. Ok. That just means they like to play with their phones more, right? And instead of playing with our phones, we are riding! So? What we have, is more miles per rider. Yup.

Take the numbers and do a little arithmetic and you will find that the Yinzers average about 183 miles per rider. Clevelanders? We average 192 miles per rider! Yes! Hey, every little victory counts! So let's be happy with those numbers here for a second. We got that in



Suck it PGH! *spoke card wave*

the bucket!

And, oh, getting back to that whole "looking good in spandex" thing (or...well, Hipster jeans. Whatever floats your two wheeled boat). The Stillers lovers have only burned a total of 4140 calories each. Compare this to the 6 extra calories each of our riders have burned, and you'll see that we have earned ourselves 41 more beers! Split between 1041 of us, but whatever.

And those beers will NOT be Iron City, thank you very much.

Speaking of beer, have you seen the reward? Yes...yes. #RustCrown has a sweet prize. A beautiful trophy created by the super rad talented crew at Rustbelt Welding: The RustCrown Chalice! Sure, you can wear it on your head, but flip

it over, and you can savor the sweet taste of victory! A whole pint full of victory for that matter!

BUT ... Is Cleveland going to be able to wrap their lips around this bad boy?

Not if we don't log.

The sad fact is, we are behind, kids. Even if our behinds are burning 6 more calories than the average Primanti Bros Eatin' Pedal Pusher...we are behind. What can we do to get folks to log? Online outlets are there: www.facebook.com/rustcrown | www.rustcrown.org | #rustcrown for both teams ... And here in CLE, we have held super spiffy demo sessions. We have made AWESOME spoke cards (needs some? Find your favorite Bike Cleveland Executive Director). We have even gone to enemy territory to strategically plant articles of Cleveland pride. But? It all boils down to: LOGGING. And getting more folks to log those miles.

Even if you hate logging? Suck it up for the love of CLE. Let's do

this bike peeps! Let's show the nation that our region will win the battle!

Do it. Or I will stick a Steelers spoke card in your wheel.

*Note: The winners of the Rust Belt Battle of the Bikes will be based on overall points. Although this is not displayed as a region on the Endomondo site, both regions are working on extracting the overall points for reporting. Stay tuned on FB for updates on who's ahead when it comes to points. Well. As soon as we can get that information out in a pretty webified manner anyhow.



The Rust Crown Chalice - Filled with sweet goodness!

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2013 Ohio State Track Championship at the Cleveland Velodrome

by Michael Gill

Approximately 40 riders from across Ohio competed in the 2013 Ohio State Track Cycling Championship June 21 and 22 at the Cleveland Velodrome. We're pleased to present Race Results as reported by Brett Davis, and photos courtesy of Gary Burkholder. Congratulations to the winners and all who competed!



Riders in the 5-mile warm-up.

MASS START EVENTS

**Men, Pro & Cat. 1 & 2
Scratch Race**

Andrew Clarke, Team Panther / Bakehouse

Mario Mazza, Competitive Gear
Jonathan Freter, Panther / Don Walker

Miss and Out

Mario Mazza, Competitive Gear
Jonathan Freter, Panther / Don Walker

Andrew Clarke, Team Panther / Bakehouse

Points Race

Jonathan Freter, Panther / Don Walker

Mario Mazza, Competitive Gear
Paul Martin, Team Panther / Bakehouse

**Men, Category 3, 4
Scratch Race**

Weston Flickenger, Pro Chain Cycling

Derek Wilford, Team Spin / Litzler Automation

Gary Burkholder, Snakebite Racing

Miss and Out

Weston Flickenger, Pro Chain Cycling

John Ehrlinger, Team Spin / Litzler Automation

William Flecher, Stark Velo

Points Race

Weston Flickenger, Pro Chain Cycling

Bill Neidinger, Wells Fargo Advisors

Gary Burkholder, Snakebite Racing

Women, Cat. 1,2,3,4

Scratch Race

Luanne Murray, Kreitler Racing
Miss and Out

Luanne Murray, Kreitler Racing
Kim Klafczynski, Unattached
Anneke Frankemolle, Bike Ohio

Points Race

Luanne Murray, Kreitler Racing
Anneke Frankemolle, Bike Ohio
Kim Klafczynski, Unattached

INDIVIDUAL, TIMED EVENTS

Junior Men, age 10 – 12

500 Meters

1. Tyler Miranda, Mirco Racing
2. Keaton Adams, WAS Labs

Flying 200 Meters

1. Tyler Miranda, Mirco Racing
2. Second, Keaton Adams, WAS Labs

Labs

3. Alec Davis, WAS Labs

1000 Meter Pursuit

1. Tyler Miranda, Micro Racing
Omnium

1. Tyler Miranda, Mirco Racing
2. Keaton Adams, WAS Labs

Junior Women, Age 13 – 14

500 Meters

1. Kennedy Adams, WAS Labs

Flying 200 Meters

1. Kennedy Adams, WAS Labs

1000 Meter Pursuit

1. Kennedy Adams, WAS Labs

Omnium

1. Kennedy Adams, WAS Labs

Junior Women, 17 – 18

500 Meters

1. Sam Miranda, Micro Racing
2. Abbey Smich, WAS Labs

Flying 200 Meters

1. Sam Miranda, Micro Racing
2. Abbey Smich, WAS Labs

1000 Meter Pursuit

1. Sam Miranda, Micro Racing
2. Abbey Smich, WAS Labs

Omnium

1. Sam Miranda, Micro Racing
2. Abbey Smich, WAS Labs

Women, 19-34

500 meters

1. Anneke Frankemolle, Bike Ohio

2. Kim Klafczynski, Unattached

Flying 200 Meters

1. Kim Klafczynski, Unattached
2. Anneke Frankemolle, Bike Ohio

2000 Meter Pursuit

1. Anneke Frankemolle, Bike Ohio

2. Kim Klafczynski, Unattached

Omnium

1. Anneke Frankemolle, Bike Ohio

2. Kim Klafczynski, Unattached

Men, 19 – 34

1000 Meters

1. Matt Jones, Pista Elite

2. Bill Neidinger, Wells Fargo

Advisors

3. Matt Weeks, WAS Labs

4. Christopher Lee, Blue Sky Cycling

5. Ryan Pierce, Case Cycling Team

6. Sasa Franic, Snakebite Racing

7. Eric Silverman, Case Cycling Team

Flying 200 Meters

1. Matt Jones, Pista Elite

2. Bill Neidinger, Wells Fargo Ad-

visors

3. Matt Weeks, WAS Labs

4. Eric Silverman, Case Cycling

continued on page 9

CLEVELAND VELODROME

2013 Racing Schedule

Summer Race Series (6:30pm to 8pm)

June 27 (Thursday)
July 13 (Saturday)
July 18 (Thursday)
July 26 (Friday) – Followed by awards party for Spring and Summer Series

Thunder Games Pro/Elite Invitational

Saturday August 17 (6pm to 8:30pm)
This is being promoted by Dale Hughes
European Pro riders test the Velodrome (might be televised).
For up to date information about classes and activities, go to www.clevelandvelodrome.org, the official website of the Cleveland Velodrome.

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Bike-inspired creativity honored in inaugural Bike to School Challenge

by Tracey Bradnan

After taking 17,573 bike rides to school, it's clear that the students who participated in Century Cycles' Bike to School Challenge in May embraced using their bikes for transportation. Thanks to a new contest, it's also clear that the students found artistic inspiration in their bicycles, too.

Middle school students in Bay Village, Rocky River and Medina emailed nearly 500 written and photographic submissions to the inaugural Bike to School Challenge Prose and Photography Contest sponsored by *Great Lakes Courier*, bike manufacturer Raleigh Bicycles and local bike store Century Cycles.

"The *Great Lakes Courier* is pleased to help amplify the voice of the cycling community in Northeast Ohio, and never more so than when we have the opportunity to recognize the accomplishment and creativity of kids who bike to school," said Michael Gill, editor of *Great Lakes Courier*. Gill was joined by Sean Burkey from Raleigh Bicycles as the contest's two judges.

Besides being published in this issue of *Great Lakes Courier*, each winner received a new Raleigh bicycle from Century Cycles in a special presentation at the closing ceremonies of Bike to School Challenge at their school.

photo by Charlotte Weixel



Winning photograph from Rocky River Bike to School Challenge by Charlotte Weixel (grade 6; age 11).

MEDINA MIDDLE SCHOOL WINNERS

Photography: Rachel Tuffy, Grade 6 (A.I. Root Middle School), Age 12
Prose: Lexi Acierto, Grade 6 (A.I. Root Middle School), Age 11

ROCKY RIVER MIDDLE SCHOOL WINNERS

Photography: Charlotte Weixel, Grade 6, Age 11
Prose: Sydney Williams, Grade 6, Age 12

BAY MIDDLE SCHOOL WINNERS

Photography: Bridgit Murphy, Grade 8, Age 13
Prose: Chloe Roberts, Grade 7, Age 12

Something So Simple by Chloe Roberts Age 12, Grade 7, Bay Middle School

People hardly ever use the freedom that they have or the easiness of something so simple, like riding a bike. It seems as though, you can get caught up in this unclear world, with the wind whipping in your face and your hair blowing backwards, life moves around you in blurry pictures and you're just a lingering ghost watching it all play out. It's a diverse sort of flying, and an undefined free-

Bike to School Challenge Diamante Poem by Lexi Acierto age 11, Grade 6, A.I. Root Middle School, Medina

Bus

Smelly, Cramped

Transporting, Carrying, Polluting

Taking us to places

Riding, Biking, Exercising

Healthy, Beautiful

Bike



BIKE TO WORK DAY

BROUGHT TO YOU BY BIKE CLEVELAND WITH SUPPORT OF THE CLEVELAND CLINIC

FRIDAY JULY 26th

7am-9:30am

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dom that people just don't know they have. It's literally just you and the world. No thoughts of distress or hints of worry can follow as you peddle quickly down the road and that's what's so wonderful, to me, about being able to ride to school.

Being a kid, everything seems stressful to us. Does that certain person like me? We hop on our bike. Did I ace the math quiz? We kick the kickstand up. Did I make the basketball team? We adjust the gears. Did I re-

member my homework? We press our foot down on the peddle. Did I- We begin moving. It's a special kind of moment where everything is just blissful, where everything doesn't seem to matter as long as you're breathing. It's where the journey is more important than the destination, and even getting to school doesn't seem like a curse. That's the thing about being free, life just pauses for a moment and you get mixed up in this realm of color.

Advice? Ride a bike.



photo by Bridget Murphy

Winning photograph from Bay Bike to School Challenge by Bridget Murphy (grade 8; age 13).



photo by Rachel Tuffey

Winning photograph from Medina Bike to School Challenge by Rachel Tuffey (age 12; grade 6).

Turtle and Fox by Sydney Williams age 12, Grade 6, Rocky River Middle School

Fox and Turtle were small little creatures, not unnaturally though. These animals went to Rocky River Middle School. They were pretty much inseparable during school hours until "Bike to School" started. The first day, Turtle biked with other people and Fox wondered why she did that. That same day Fox sat somewhere else at lunch time. They slowly grew apart from each other as "Bike to School" went on. Turtle and Fox never talked to each other anymore and they had no idea why, but they were

mad at each other. Suddenly on the last day of "Bike to School", they both showed up at their old meeting place, they didn't say anything to each other they just got on their bikes and biked together. Throughout the day, they slowly began talking to one another again. Turtle and Fox both realized how much they missed the other and how lost they felt without the other. By the end of the day, they couldn't stop talking, they had so much to tell each other. But in the end, they were both thinking that what really brought them back together was Bike to School and the people who inspired them to ride.

WE ARE BIKE CLEVELAND.

BIKE CLEVELAND

WWW.BIKECLEVELAND.ORG

WHAT IS BIKE CLEVELAND?

We are the organized voice of all cyclists, working to make our streets safer and our neighborhoods better places to live.

Bike Cleveland believes cycling is absolutely vital to our region's health, wellness, environment, equity and quality of life. We are a membership-based organization and need you to help us advocate for cycling rights, a stress-free bike network and a safe and fun bike culture.

Together we will be successful in creating an awesome, bike-friendly region.

WHO DO WE NEED?

Safer streets and more vibrant neighborhoods benefit everyone. Whether you ride your bike every day, get out just on the weekends or are just thinking about getting started, Bike Cleveland is working on your behalf.

WHAT ARE WE WORKING ON?

- Creating an expanded, stress-free bike network.
- Advocating for updated bike-friendly policies and design guidelines.
- Advancing local interest in a bike share network.
- Better educated motorists and bicyclists through public awareness.
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A Lake Erie Odyssey... part I

by Michael Mullins

After another failed relationship this past year, I realized only two non-inherited relationships during my adult life have grown stronger with time: my nine-year association with my closest companion and sole dependent, Bella, and my life-long connection with the bicycle. Bella is my dog, and really has no choice but to put up with me. Just like the bicycle. This could be interpreted by some as a reflection of some deep personal fault of mine. However, I've come to understand my solo status simply reflects that I'm currently more comfortable as an independent life adventurer than restricted by a significant other.

Coincidentally, my journey of self-discovery swiftly progressed when I sold my car after moving to Cleveland from Colorado three years ago. My bond with the bicycle has flourished since then, as it has become both my primary form of transportation and recreation. Even Bella has benefited from my undying commitment to the bicycle, as she loves running alongside me during our frequent local biking excursions. Having comfortably established the tapestry of my life by bike, I feel that both Bella and I are far better off today as a result of my relationship with the bicycle.

While coming out of the winter thaw and swapping my winter tires for the usual slicks on my commuter bike I began to feel an itch for a greater sense of adventure than I had achieved since moving to the Cleveland area. What could commemorate my time in the Great Lakes region better than a self-supported journey around Lake Erie? I've gone on many backpacking adventures, but this would be my first foray into the realm of bike touring. So, I gave myself a couple of months to plan and obtain the necessary equipment. I checked out a couple of bicycle touring books at the library and acquired the Adventure Cycling Association's Lake Erie Connector and Northern

Tier maps, which together designated a bicycle route for most of my planned journey. When I had saved up the necessary money and time, I purchased the rest of my parts: a front rack, front panniers, a front derailleur and chain-rings to push the fully loaded bike over any steep hills, a handlebar-mounted map case, and (shame) a kickstand for keeping the loaded behemoth upright during anticipated frequent stops. Due to my penchant for exploration off the bike, I chose not to ride clipless so I would have the freedom to comfortably explore new terrain on foot. Adding camping equipment, clothes, and several days' camp food, my loaded metal steed weighed in well over 100lbs. This was going to be a slow, but fortunately, relatively flat journey.

Around 9am on the Friday be-



View of the Huron lighthouse from Nickel Plate Beach during the author's second lunch break from the saddle.

fore Memorial Day weekend, I pushed off from my apartment in Cleveland Heights in hopes of catching the 8:30pm ferry in Sandusky to Pelee Island, Ontario. I got only two blocks down my usual commute, when I turned back home, as my fingers were already cold from the unseasonably chilly air. I picked up my wool cap and glove liners, put them on and headed out again. Not three miles into my ride approaching MLK Jr. Boulevard on Euclid Avenue a sharp "POP-CLANG!" sounded

as an "S" hook shot off into the street and passing traffic. Upon inspection, one of my new front panniers quickly demonstrated the importance of testing out equipment before heading off on a major trip. The attachment system had rejected the stout rack tubing by wrapping around the front hub instead. I managed to bend the remaining mangled "D" loop into something resembling a hook shape around the bottom of the front rack, cinched it up as tight as possible and pushed on.

This inauspicious start continued, as the simplest and most familiar stretch of my journey strayed off course. Before entering Playhouse Square at East 18th, Euclid Avenue was completely closed, and the detoured traffic was at a standstill. I managed to maneuver around the deadlock and eventually

met up with a bicycle messenger who informed me the traffic problems were due to the Captain America filming going on downtown. Back on route after passing Tower City onto the Detroit-Superior Bridge, my journey felt like it officially began when I left the confines of Cuyahoga County and was greeted by a sign for the "Bicycle Friendly Community" of Avon Lake. The bicycle lanes on US-6 definitely felt friendly. The fact that they continued almost uninterrupted to Huron further substantiated the "bicycle friendly" claim. Approaching noon I decided to stop for lunch at a small lakeside park in Sheffield Lake. It was exceptionally windy with temperatures in the low 40s, so I put on my pullover and rain jacket for warmth. A mustached man with a fully loaded bicycle struggling in the wind to eat sausage and cheese apparently attracts curious eyes, as a guy pulled his car behind my bench and beckoned for me to approach. After chatting briefly about what I was doing, he introduced himself as a reporter from The Morning Journal newspaper in Lorain, OH. He explained that he was interested in running a short feature about my fledgling journey and ended up snapping some photos as I pedaled past him down the road. A few hours of pedaling later I reached Huron and took a second late lunch while enjoying the lighthouse view and feeling the sand between my toes at Nickel Plate Beach Park.

Exhausted and somewhat delirious, I arrived in Sandusky with two



The sign for the "Bicycle Friendly Community" of Avon Lake demarcated the author's departure from Cuyahoga County and the beginning of the feeling of an adventure.

hours to spare and set out to repair my panniers with parts from the local hardware store. Following repairs, I refueled with the largest Subway dinner of my life before boarding the ferry for Canada. While leaving port in Sandusky, I called my Mother to inform the family that I had made it safely, and I would likely be unreachable for the next several days as I was unwilling to pay the exorbitant roaming charges in Canada. At dusk I bid adieu to "the States" for the next week as we passed the familiar skyline of rollercoasters at Cedar Point amusement park. Back in the passenger cabin, I bought a cinnamon roll and hot chocolate in a futile attempt to quell my insatiable appetite, and after downing both settled into an uncomfortable seated sleeping position on one of the benches. Locked into a cycle of head nod dozing, the two-hour ferry ride to the island was peacefully uneventful.

The ship arrived on Pelee Island around 10:30pm and after passing the customs officer, situating my riding lights and orienting myself, I pushed off into the dark towards the public campground on the opposite side of the island. After a leisurely 7km ride (I adopted the metric system at this point in an attempt to fit in with our northerly neighbors), I found an appropriate campsite, unloaded my bike, and made the patch of grass my temporary home for a well-earned night's rest. Looking back, that first day was by far the most grueling of the trip, as I battled the unseasonably cold temperatures and headwinds off Lake Erie while pushing to complete the 72-mile trek in time to catch the ferry. In addition, I was dealing with all the small challenges associated with the drastic lifestyle change of pedaling my portable home and provisions around for eight hours a day. What an exhilarating and satisfying start to my adventure, gaining the confidence that I could overcome the obstacles I might encounter along the journey. I fell fast asleep while looking forward to the prospects of exploring the island the next day...

The adventure will resume along the Canadian north shore east towards Niagara Falls in next month's issue. In the meantime I hope you are inspired to more fully enjoy the adventures of your own lives, by whatever means you choose to travel...

Watch for the second installment of Mullins' Lake Erie Odyssey in the next issue of Great Lakes Courier!

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Touring Tips: Roadside Repairs

by Alex Nosse

Touring Tips: Roadside Repairs

On any long distance bike tour you are sure to find yourself in remote territory, far from any real signs of civilization and probably further from the nearest proper bike shop. With this in mind, if you aspire to take off on a serious self-supported tour, you should be sure that you have no idea how to fix any part of your bike. JUST KIDDING—the opposite is actually true!

We'll start with the most important repairs and then go from there:

FLAT FIX:

You'll need: tire levers, a spare tube (and/or a patch kit), and an air pump (recommended) or CO2 inflator & cartridge.

For a long time now, the bike industry and the general public have recognized the merits of the pneumatic tire. The comfort and handling characteristics of air-filled tires (especially good ones!) are a big part of what makes bikes fun to ride. On the down side, over the course of thousands of miles, the occasional flat tire will be all but inevitable. And while a flat is one of the most typical maintenance issues that cyclists face, it is also one of the most debilitating—you simply cannot ride a bike on a flat tire (at least not comfortably, safely, and without doing serious damage to your wheels). So, yeah. You should really be sure that you can fix a flat

before heading out on tour. Practice on your own bike in the comfort of home. Take your time. Repeat the process. Get good at it so that when you need to do it on the side of the road, it's effortless; like second nature!

CHAIN REPAIR:

You'll need: a chain tool (also found on some multi-tools) and maybe/probably a master link (or other compatible connector link).

Every once in a while, especially under heavy load (like when you're riding up a steep hill, you animal!), your bicycle's chain might quit on life. And while not nearly as common as a flat tire, a broken chain is just as sure to ruin an otherwise super bike tour. That is, unless you are able to fix it like a champ. If your chain breaks, you basically just have to remove the broken link and put the chain back together—using either a connector link or your trusty chain tool. While this is not super-hard, it is not super-easy, either. And the best way to get good at it is, of course, to not practice at all ever (JK again, it's the opposite!). The preferred way to learn this repair is under the guidance of an experienced mechanic. I recommend the Ohio City Bicycle Co-op's repair classes (www.ohiocitycycles.org). Or, if it's an option, you can always just hang around with a friend who may happen to be an accomplished tinkerer and hope something wears off. Get the flat fix and chain repair on

lock-down and you will be prepared to handle the most common types of catastrophic breakdown on the road.

TIER 2 MAINTENANCE

SPOKE REPLACEMENT:

You'll need: spare spokes (in the correct lengths!), spoke wrench (the correct size!), and a cassette locking tool & chain whip (or cassette cracker-type tool like the one made by J.A. Stein).

This is a more technical roadside repair, but one that any truly self-sufficient cycle tourist should be able to pull off. Over long distances, on a heavily-loaded bike, your wheels' spokes are put under a lot of stress and, from time-to-time, will (you guessed it) quit on life. Strictly speaking, you can ride for a while (ideally to the nearest bike shop) on a broken spoke, but, if possible, it is preferable not to do so. If you are able to replace a broken spoke while out on tour then you are basically awesome. Again, I recommend OCBC for learning principles of wheel repair.

CABLE REPLACEMENT:

You'll need: allen wrenches (on your multi-tool, Sherlock!) and spare cables, both brake (the correct one!) and shifter.

Hopefully you won't break a cable on the road, but hey, it happens. Many bike tourists bring spare cables, which, in the sad instance that cable

breakage does occur, can come in very handy. Knowing how to run a new cable and carry out the ensuing brake or gear adjustment will make your life even better than it already is. Bonus tip: become adept at setting your brake pads in the correct place so you can re-adjust them after they've become worn on the ridiculous Alpine descent you inevitably just pulled off!

TIGHTEN STUFF:

You'll need: allen wrenches (and maybe a screwdriver if your bike/hardware is mad old-skool) and spare bolts.

It sounds goofy, but you want to make sure that everything on your bike is properly tightened down; not just at the beginning of your trip, but at various points along the way as well. The bolts that attach your accessories to your frame (racks, fenders, water bottle cages, etc) have a funny way of rattling themselves loose—especially at the ridiculously high speeds you'll be achieving over bone-rattling washboard and gravel roads. If your fender loses a bolt and proceeds to rub your tire, that can be mad annoying. Same goes for a loose rack that sways to-and-fro because it's not secured properly. So check your bolts from time to time and bring a couple extras JIC (Just In Case). CHECK YOUR BOLTS, YO.

That's all for now and have fun out there on the road!

2013 Ohio State Track Championship at the Cleveland Velodrome

continued from page 5

Team

- 5. Ryan Pierce, Case Cycling Team
- 6. Christopher Lee, Blue Sky Cycling
- 7. Sasa Franic, Snakebite Racing
- 3000 Meter Pursuit**
- 1. Matt Weeks, WAS Labs
- 2. Bill Neidinger, Wells Fargo Advisors
- 3. Matt Jones, Pista Elite
- 4. Sasa Franic, Snakebite Racing
- 5. Ryan Pierce, Case Cycling Team
- Omnium**
- 1. Matt Jones, Pista Elite
- 2. Bill Neidinger, Wells Fargo Advisors
- 3. Matt Weeks, WAS Labs
- 4. Ryan Pierce, Case Cycling Team
- 5. Sasa Franic, Snakebite Racing
- Masters Women, 35 – 39**
- 500 Meters**
- 1. Karen Edwards, Team Honey Stinger
- Flying 200 Meters**
- 1. Karen Edwards, Team Honey Stinger
- 2000 Meter Pursuit**
- 1. Karen Edwards, Team Honey Stinger
- Omnium**
- 1. Karen Edwards, Team Honey Stinger
- Masters Men, 35 – 39**
- 500 Meters**
- 1. Gary Burkholder, Snakebite Racing
- Flying 200 Meters**

- 1. Gary Burkholder, Snakebite Racing
- 2000 Meter Pursuit**
- 1. Gary Burkholder, Snakebite Racing
- Omnium**
- 1. Gary Burkholder, Snakebite Racing
- Masters Women, 40 – 44**
- 500 Meters**
- 1. Samantha Brode, RGF / Cleveland Clinic
- Flying 200 Meters**
- 2. Samantha Brode, RGF / Cleveland Clinic
- 2000 Meter Pursuit**
- 3. Samantha Brode, RGF / Cleveland Clinic
- Omnium**
- 4. Samantha Brode, RGF / Cleveland Clinic

Masters Men, 40 – 44

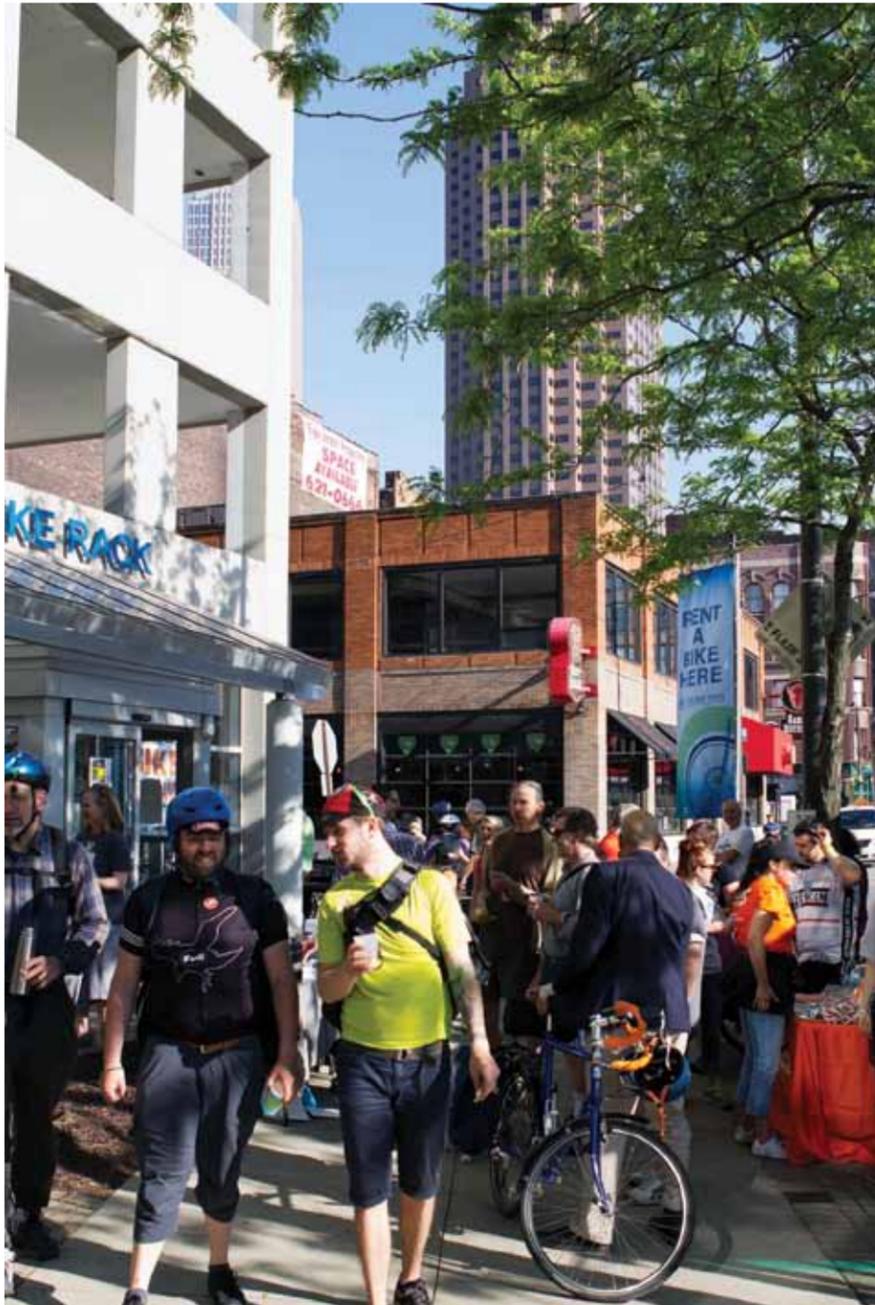
- 500 Meters**
- 1. Joe Nieto, Pista Elite
- 2. Paul Martin, Team Panther / Bakehouse
- 3. Andrew Clarke, Team Panther / Bakehouse
- 4. Brett Davis, Team Spin / Litzler Automation
- 5. Tim Edwards, Team Honey Stinger
- 6. Matt Walraven, Ohio Cycle Works
- Flying 200 Meters**
- 1. Joe Nieto, Pista Elite
- 2. Andrew Clarke, Team Panther / Bakehouse
- 3. Paul Martin, Team Panther / Bakehouse
- 4. Brett Davis, Team Spin / Litzler Automation

- 5. Matt Walraven, Ohio Cycle Works
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- 3. Andrew Clarke, Team Panther / Bakehouse
- 4. Brett Davis, Team Spin / Litzler Automation
- 5. Tim Edwards, Team Honey Stinger
- 6. Matt Walraven, Ohio Cycle Works
- Masters Men, 45 – 59**
- 500 Meters**
- 1. Dave Chernosky, RGF Solutions / Cleveland Clinic
- 2. Dave Bartels, Team Lake Effect
- 3. Bruce McDonald, Spin / Second Sole



Photo Finish: Luanne Murray (left, Kreidler Racing Team) and Anneke Frankemolle (right, of Case Cycling / Bike Ohio) at the line in the Women's Category 1, 2, 3 Scratch Race

continued from page 12



Bike commuters enjoyed breakfast and coffee at Bike to Work Day in May, the next one is set for July 26th.

Bike to Work Day: July 26th

by Jacob VanSickle

On Friday, July 26th from 7am-9:30am Bike Cleveland and the Cleveland Bike Rack invite Bike Commuters to join us for another of our monthly celebrations of bicycling as a clean, fun and healthy way to get to work.

Bike commuters will be greeted at the Bike Rack (2148 E. 4th St) with FREE breakfast and information about Cleveland's biking community.

We will also have massages by Jacqueline Silva's Bodywork Culture. Breakfast will include coffee donated by Phoenix Coffee and huevos rancheros prepared with local ingredients from the Downtown Farmers Market and Fresh Fork Markets.

Bike to Work day is brought to you by Bike Cleveland with support of the Cleveland Clinic. Learn more at BikeCleveland.org/BTWD.

Getting Back on the Bike

the way our community as a whole thinks about transportation, with patience and concern for one another?

I think, even in the short few years I've been a cyclist, these changes have already started to happen. I was overwhelmed after my incident with the amount of positive energy and thoughts that were sent my way, and still feel a major sense of gratitude as well as humbling gratefulness to be a part of such a wonderful community of people. What we need now is a conscious effort to make better decisions about our transportation, no matter which way we choose to carry it out. Whether in a vehicle or on a bicycle, we need to be exercising caution and

patience with one another. We need to get to know each other better in order to increase our consciousness of responsibility to our neighborhoods.

I guess all I'm asking in this moment is for everyone to take the extra second to think and act with patience and care for our surroundings. No one is perfect, we are all making mistakes regularly, but a few less mistakes might mean a few less accidents. A little more patience might mean a little more awareness and care. Consciousness, effort, and action will lead to positive change. Keep the dialogue going, continue to care for one another and continue working to make Cleveland a forward-thinking and positive example.

Deagan's Bike Night on Thursdays this summer through October 10

by Tracey Bradnan

For the third straight year, Deagan's Kitchen & Bar in Lakewood and Century Cycles bicycle stores are teaming up for Deagan's Bike Night, every Thursday from June 13 through October 10, 2013.

Simply ride a bicycle to Deagan's Kitchen & Bar (14810 Detroit Avenue in Lakewood) on Thursdays from 5pm to close to receive 15% off every drink and food item on their award-winning gastropub menu, plus get an entry form to win a brand-new Raleigh commuter bicycle from Century Cycles bicycle store.

We kicked off the first Deagan's Bike Night on June 13, Deagan's will tap Fat Head's Brewery's Trailhead Pale Ale, a special beer brewed to aid the Cleveland Metroparks' mountain bike trails.

The more Thursdays you bike, the more you save, and the more chances you get to win the bike and other grand prizes at the Deagan's Bike Night Finale Party on October 10.

"We personally love to ride our bikes anywhere and everywhere possible, and we're thrilled to have our own bike night here at Deagan's," said Daniel Deagan and Erika Wolfe, owners of Deagan's Kitchen & Bar.

"Bicycling to your favorite places to eat and drink makes a night out even more fun," said Scott Cowan, owner of Century Cycles bicycle stores in Rocky River, Peninsula and Medina. "We're happy to once again partner up with Deagan's to give people some great incentives to ride their bikes and enjoy a terrific meal."

The Deagan's Bike Night grand prize is the Raleigh Misceo 2.0 bicycle provided by Century Cycles, an ideal commuter bike for urban wandering to Deagan's and all over town, yet still tough enough to tackle the Royalview mountain bike trail in the Cleveland Metroparks. It retails for \$549.99.

For more information about Deagan's Bike Night, go to centurycycles.com.



Bike to Deagan's and enjoy great food and savings all summer.

Bicycle Law Overview

by Joy Henderson

Cyclists fare best when they act and are treated as drivers of vehicles. And according to Ohio law, cyclists are permitted to "drive" on all roads except freeways and are subject to the same rules that apply to all drivers.

However, cyclists are not motorized vehicles, so a few additional Ohio laws apply to the car-bicycle road relationship:

A motorist must:

- Maintain a safety zone of approximately three feet between the car and the bicycle
- Pass a bicycle only when safe to do so
- Leave ample room when turning right after passing a bicyclist so the bicyclist is not cut off when the motorist slows for the turn.

Ohio laws for cyclists:

- Must ride on the right side of the road -- in the same direction as traffic. Drivers turning right do not expect a vehicle coming toward them on (the oncoming cyclist's) left side of the road and may turn into the path of the cyclist.
- Cyclists may ride two abreast and in the center of the lane, although local governments can mandate single-file riding.
- Use lights at night
- Use hand signals before turning
- Wearing a helmet is advised, although it is not required by law.
- Common sense dictates that bicyclist should obey the rules of the road. And, just like car drivers, it's dangerous to talk or text on a cell phone while driving.

Sweet Corn Challenge How a Bicycle Ride Saved Historic Richfield after the Death of the Coliseum

by Michael Gill

Fourteen years after its demolition, the Richfield Coliseum is but a memory for Northeast Ohio sports fans and concert goers. But behind the scenes in the cycling world, the legacy of the Big House on the Prairie silently lives on in a bicycle ride: Eddy's Bike Shop Sweet Corn Challenge.

Bet you didn't see that coming.

The ride's roots date to the announcement that the Coliseum would close in 1994. As founder Sue Serdinak recalls, the town of Richfield—especially its namesake Taverne—thrived while the Coliseum was busy bringing traffic. The Cavaliers, the Crusaders, the Barons, the Force, and untold numbers of musical groups played there. But the announcement that the facility would close seemed to mean certain doom at the intersection of routes 176 and 303.

Indeed, Richfield planner Bob Perry—on the verge of retirement—had made it his mission to let the mayor, village council, planning commission, and chamber of commerce know about the economic catastrophe he foresaw in the closure of the Coliseum. He made a presentation, complete with photos of historic buildings. Serdinak, who was then editor of the Richfield Times magazine and a member of the chamber of commerce, was in the audience.

Serdinak recalls, "He looked at everyone and said 'this is all going to go away. It's falling apart, and if someone doesn't step in it is all going away.'"

He had recognized that the heart of the village—all century-old, wood frame buildings, some pre-dating the civil war, including some that played a part in the Underground Railroad—would be abandoned when traffic from the Coliseum stopped coming. The buildings were all privately owned. Without business to make them economically viable, owners were walking away.

By coincidence, Serdinak was just discovering her bicycle at that time. "I've always liked exercise, and when my kids were in high school and getting into their own things, I got into



Riders on the Sweet Corn Challenge coasting down one of Richfield's hills

cycling. I remember I first tried to ride my son's ten-speed. He's 6'3". I got up on it, and I fell off. So I realized I needed a new bike."

She took to the sport in a big way by signing up for the MS 150, and training for it on the roads around Richfield. While on her training rides, it occurred to her that she wasn't seeing many other cyclists on the beautiful roads near what was then the Cuyahoga Valley National Recreation Area.

And then, inspired by her new found love of bicycling, she had a vision: if bicycle tourists could raise money for Multiple Sclerosis, they could also raise money to help the town of Richfield. It was not an easy sell.



Hoisting some of the 650-dozen ears of corn into the pot via a small crane

"I went to the Chamber said I think I have an idea," she recalls. "Sitting in that room, maybe 15 people looked back at me in total silence. Eventually one man spoke up and said, 'Let me see if I get this right. People are going to come to Richfield and pay us



Riders looking fresh at the start of the day

to ride their bikes." For a township accustomed to steady automobile traffic drawn by a major sports and concert facility, it sounded like a stretch. But Serdinak persisted, and the Sweetcorn Challenge was born.

Even the name of the ride was about building the local brand and economy: Lunch would include sweet corn, purchased from a struggling local farmer.

The ride drew 250 participants in its first year, and grew fast. In 2013, nearly 2500 riders are expected to consume and take away 650 dozen ears of corn. As of early June, riders had registered from 17 states, which means it's not just money moving around Northeast Ohio, but an influx of

cash from afar.

And the strategy is more targeted than simply bringing riders who eat sweet corn and spend money: Proceeds are invested in a fund that offers grants to preserve the historic Richfield buildings and make them attractive to new business. To date, Serdinak says the Sweet Corn Challenge has given a total of \$130,000 to that cause. And new businesses—doctors, a chiropractor, an employment recruiting service, a natural health center, a beauty shop—have moved in. Even the old Taverne at Richfield has re-opened in its old location, with renovation funded in part by the Sweet Corn Challenge.

The tour has routes of 10, 25, 50, and 100 miles, which Serdinak develops by riding the roads herself. The routes vary annually, but there are some basic facts: Richfield is on a hill. So at the beginning of the ride, you might be coasting. At the end, though, you've got to climb back up.

Beyond that, Serdinak keeps the route a secret. Indeed, she says Eddy's Bike Shops, the ride's main sponsor for the last ten years, has a joke for people who come in to get a map before the day of the ride. "They tell people it's attached to my wrist in a briefcase, and no one can see it except me."

To register for the 20th annual Sweet Corn Challenge, go to sweetcornride.com.



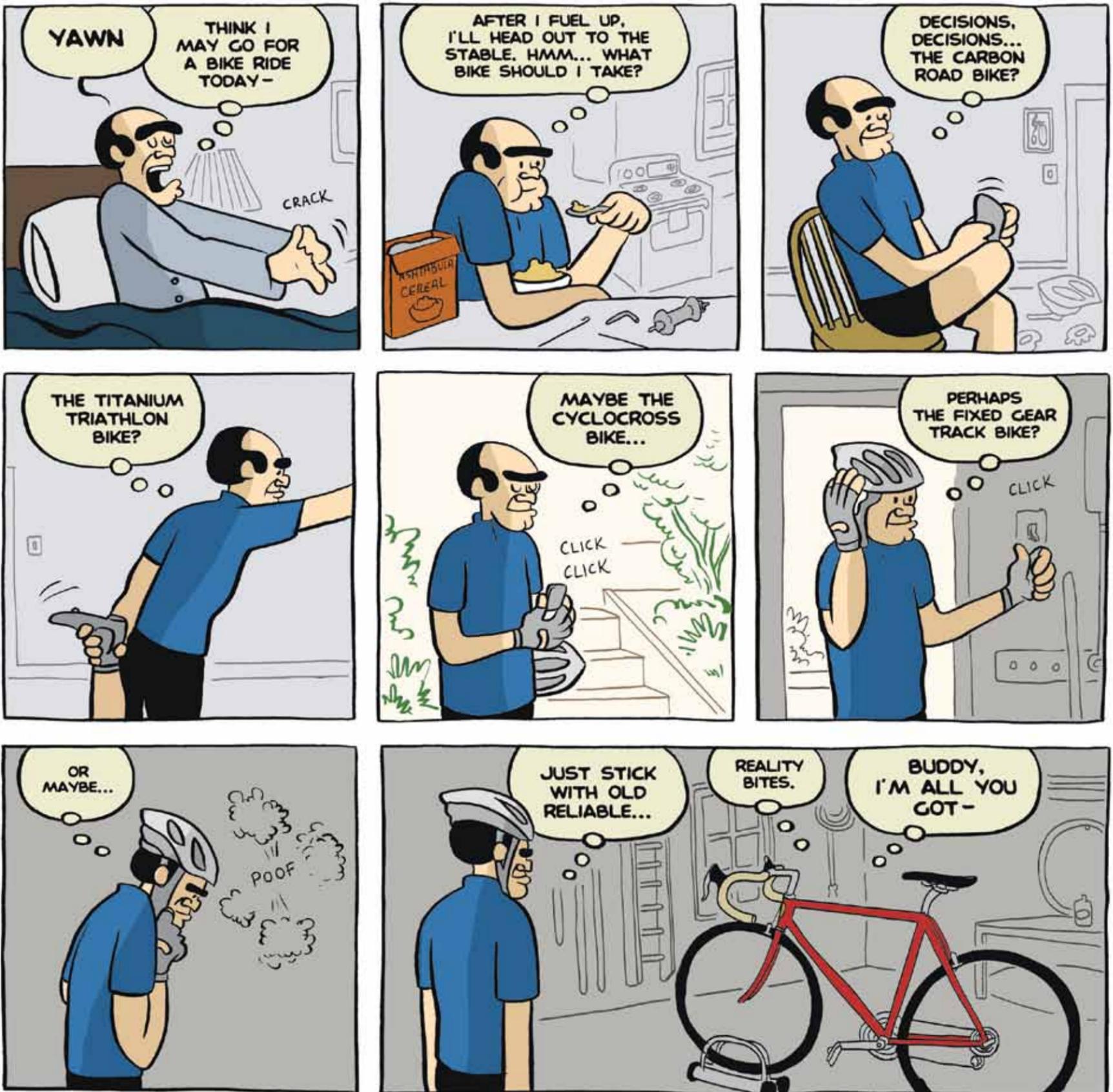
Corn shuckers take on the daunting task



The Taverne of Richfield, re-opened after a restoration funded in part with support from the Sweet Corn Challenge

Yehuda Moon and the Kickstand Cyclery

The Great Lakes Courier is pleased to reprint some of our favorite Yehuda Moon strips . . . which happen to be the ones with references to Cleveland and Northeast Ohio, selected by creator / illustrator Rick Smith and writer Brian Griggs. Printed Yehuda Moon volumes are available at Yehudamoon.com.



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2013 Ohio State Track Championship at the Cleveland Velodrome

continued from page 9

4. Matt Litzler, Team Spin / Litzler Automation

5. Bob Stefancin, Snakebite Racing **Flying 200**

1. Dave Chernosky, RGF Solutions / Cleveland Clinic

2. Dave Bartels, Team Lake Effect

3. Bob Stefancin, Snakebite Racing

4. Bruce McDonald, Spin / Second Sole

5. Matt Litzler, Team Spin / Litzler Automation

2000 Meter Pursuit

1. Dave Chernosky, RGF Solutions / Cleveland Clinic

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Masters Men, 50 – 54

500 Meters

1. Rick Toler, Team Dayton / Merrill Lynch

2. Derek Wilford, Team Spin / Litzler Automation

3. Pat Miranda, Micro Racing

4. Tony Smith, Pista Elite

5. Dave Kovach, Snakebite Racing

6. Ken Robinson, unattached **Flying 200 Meters**

1. Rick Toler, Team Dayton / Merrill Lynch

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4. Tony Smith, Pista Elite

5. Dave Kovach, Snakebite Racing

6. Ken Robinson, unattached **Masters Men, 60 – 64**

500 Meters

1. William Flecher, Stark Velo

Flying 200 Meters

1. William Flecher, Stark Velo

2000 Meter Pursuit

1. William Flecher, Stark Velo **Omnium**

1. William Flecher, Stark Velo